Smokefree Aotearoa 2025

Our vision
Eliminate the harm smoked tobacco products cause our communities by transforming Aotearoa to a smokefree nation by 2025.

Our goal
By 2025, daily smoking prevalence is less than 5 percent for all population groups in New Zealand.*

We will know we are succeeding when we achieve our three main outcomes

1. **Eliminate inequities in smoking rates and smoking-related illnesses**
   - Smoking harms some people more than others. Smoking causes more harm to Māori, Pacific peoples and people living in the most deprived areas of Aotearoa. We need to remove these inequities.

2. **Create a smokefree generation by increasing the number of children and young people who remain smokefree**
   - Smoking harms children and young people. We need to prevent children and young people from starting to smoke and we need to help their parents and whānau and the adults around them to quit smoking.

3. **Increase the number of people who successfully quit smoking**
   - It is hard to stop smoking. We need to do more to make it easier for people who smoke to quit. We need to change the environment we live in so more people can quit smoking.

To achieve these outcomes, we will take actions under six focus areas

- **Expand Māori leadership and decision-making**
- **Increase health promotion and community action**
- **Increase stop smoking services**
- **Make it easier to quit and harder to become addicted to smoking**
- **Make smoked tobacco products harder to buy**
- **Ensure the law is followed by industry**

We need your support to achieve a smokefree 2025. We must all work together to reduce the negative impacts of smoking in Aotearoa New Zealand.

Find out about all the actions in each focus area and look out for progress updates on the Smokefree Aotearoa 2025 webpage at health.govt.nz/smokefree2025

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* The prevalence goal is for smoking; it excludes vaping and the use of smokeless tobacco products.